THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE WISCONSIN ARCHITECTS ASSOCIATION—
A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

C.C.E.
DEC 27 1949

WISCONSIN ARCHITECTS ASSOCIATION

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THE WISCONSIN ARCHITECT
Official Publication
WISCONSIN ARCHITECTS ASSOCIATION
A CHAPTER OF THE AMERICAN
INSTITUTE OF ARCHITECTS

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GENERAL MEETING OF WISCONSIN ARCHITECTS ASSOCIATION

A general meeting of the Association was held at the City Club, Milwaukee, October 26, 1949, for the purpose of receiving the A.I.A. charter of our new organization, and for organizing and forming the Milwaukee Division.

The meeting was called to order by President Edgar H. Berners at 7:45 P.M. with about 57 members present, several from outside the Milwaukee area.

An outline of By-Laws as drafted by the Trustees of the new Association was read and offered for adoption. After being duly moved by Mark Pfaller and seconded by Leigh Hunt to adopt the By-Laws as read, an amendment was offered by Maynard Meyer and seconded by Paul Brust to include and call the division the Milwaukee Division. The motion as amended was adopted.

Election of officers for the Milwaukee Division was then in order. In the absence of Gerrit DeGelleke, Chairman of the appointed nominating committee, John Jacoby, a member of said committee, offered the following members' names for the respective offices:

William G. Herbst, President; Frederick J. Schweitzer, Vice President; Fred A. Luber, Secretary and Treasurer; Theodore L. Eschweiler, Director; Paul Brust, Director.

In addition to the above, Alvin E. Grellinger was nominated by Maynard Meyer and seconded by Wallace R. Lee.

The nominations were declared closed and members proceeded to ballot. Upon the counting of ballots the following were elected.

William G. Herbst, President; Alvin E. Grellinger, Vice President; Fred A. Luber, Secretary and Treasurer; Theodore L. Eschweiler, Director; Paul Brust, Director.

The work of forming the Milwaukee Division being completed, Mr. Berners called upon Wilbur H. Tusler, Regional Director, who attended the meeting for the express purpose of presenting the charter.

The charter being duly presented and accepted by the Association, Mr. Tusler proceeded to obtain the members opinions regarding certain matters pertaining to Architectural practice and A.I.A. procedure.

In regard to Hospital Consultants, after some discussion, it was moved by Maynard Meyer and seconded by Alexander Eschweiler, that our group go on record favoring architects meeting with hospital consultants. Motion adopted.

Mr. Tusler reported on proposed legislation by the Federal Government to make it possible for the Architects and other professional men to equalize their income over a period of years so that a year of good income can be balanced with one of poor income. It is understood that the bill will come before Congress some time in 1950. (This appears to be good legislation and every member should contact his Congressmen at the proper time.)

The next A.I.A. Convention is to be held in the city of Washington, May 10th - 13th, 1950.

The A.I.A. has prepared a new set of accounting and bookkeeping ledger and journal sheets which will be available on or about January, 1950. Mr. Tusler urged that Architects use same so that a uniform method of bookkeeping will be in force so that an accurate survey can be had as to job costs, office operating costs, etc.

Quite a discussion was had in regard to methods of advertising by Architects. The type of advertising thru illustrated brochures of Architects' york, where the cost of the publication is paid for by Contractors advertising was frowned upon. In general, the group was in favor of a dignified type of advertising where an individual did not place himself as a specialist, superior to his fellow architects.

Mr. Tusler also reported that slides of architectural work were available for conferences and regional meetings.

Mark Pfaller, President of the State Association of Wisconsin Architects reported that arrangements were made with the Milwaukee Sentinel to take over the sale of the Architectural Plan Books. Mr. Pfaller is to be commended in his efforts and for the fine job he has done.

There being no further business to transact, meeting was adjourned at 9:10 P.M.

ARTHUR L. SEIDENSCHWARTZ, *Secretary*

ECOLE DES BEAUX-ARTS ADMITS U. S. ARCHITECTURAL GRADS WITHOUT EXAMINATION

Washington, D. C. — An important step opening the way for graduates of American schools of architecture to be admitted to the renowned French school of fine arts, the Ecole des Beaux-Arts, was announced by the American Institute of Architects.

Up to this time, graduates of American schools of architecture were admitted to the Ecole des Beaux-Arts only after a detailed qualification procedure. Under the new arrangement with the French school worked out by Julian Clarence Levi, New York, chairman of the Committee on International Relations of the A.I.A., selected graduates of American schools will be admitted by Beaux-Arts without examination.

In effect, the selected American architects will have the benefit of postgraduate study at the 300-year-old Paris institution at the expense of the French government, since the school is supported by the government and has not tuition fees, Mr. Levi said.

"The new agreement reflects international recog-

nition of the high standing of architectural education in the United States," Mr. Levi said. "In the past, all American students have been required to pass a series of formidable examinations for admission. The new plan is also a step forward in understanding and exchange of cultural ideas between the two countries."

The Ecole des Beaux-Arts will accept up to ten graduates of schools which are members of the Association of Collegiate Schools of Architecture. Selection will be made by a committee of the A.I.A. on the basis of applicants' scholastic records, architectural designs and other criteria. Members of the committee are Leopold Arnaud, chairman, Dean of the School of Arts, Columbia University; George S. Koyl, Dean of the School of Fine Arts, University of Pennsylvania; Charles Butler, New York, practicing architect, and Mr. Levi.

Successful applicants will be admitted to the higher of the two architectural classes of the school to participate in its noted architectural competitions.

"The number of American students at Beaux-Arts has become negligible in recent years, in contrast to a usual enrollment of 50 or 60 Americans around the turn of the century and through its first decades," Mr. Levi said. "A decline came about with the great progress in architectural education and the spread of schools in this country. In fact, the tide turned somewhat with the French looking to America for new construction techniques, and we have brought French students here on travel scholarships for study in architects' offices. A revival now of American attendance at Beaux-Arts furthers the mutual benefits of cultural exchange in architectural development."

Official arrangements for the privileged admission of American post-graduate students to the school were made by Mr. Levi in Paris last month with Louis Joxe, Director General of Cultural Relations in the Ministry of Foreign Affairs, Jacques Jaujard, Director General of Arts and Letters in the Ministry of National Education; and Nicholas Untersteller, Director of the Ecole des Beaux-Arts.

Mr. Levi is president of the American group of Beaux-Arts alumni, the Societe des Architectes Diplomes du Gouvernement.

PRODUCT MANUFACTURERS PREPARING VISUAL LIBRARY

Forty manufacturers of building products and associations representing manufacturers are preparing visual aids to contribute to a visual library designed to aid in the teaching of students in 67 collegiate schools of architecture, according to Richard J. Canavan, technical director of the Producers' Council.

"The series of slides being provided through the Association of Collegiate Schools of Architecture is designed to explain the properties and uses of building materials and equipment and to illustrate approved methods used in modern construction," Mr. Canavan said.

"The visual library is regarded as an important aid in architectural education because text books necessarily have difficulty in keeping strictly up-to-date with respect to the hundreds of new and improved products which manufacturers have placed on the market, and there necessarily is some lag in presenting new building methods in printed text form. The slides, on the other hand, easily can be revised as new developments come along.

"The use of slides makes it possible to project the illustrations on a large scale so that fine details of manufacture and construction can be more readily presented.

"When the library is complete, the students will have a more adequate source of product information than ever has been available before to guide them in their future practice."

BRITISH ARCHITECT TO BE AWARDED A.I.A. GOLD MEDAL

Washington, D. C. — Sir Patrick Abercrombie, M.A., Fellow of the Royal Institute of British Architects, and internationally known British architect and town planner, is to be awarded the Gold Medal of the American Institute of Architects.

Ralph Walker, New York, President of the A.I.A., announced that Sir Patrick was selected to receive the Gold Medal by unanmous vote of the Board of Directors at its November meeting. The Gold Medal, highest honor The Institute can bestow, will be presented at a ceremony following the annual dinner held in connection with the 82nd A.I.A. Convention in Washington, D.C., next May 10-13.

"The award to Sir Patrick Abercrombie was made in recognition of his distinguished contribution to the profession of architecture and regional planning," said Mr. Walker in announcing the decision of the Institute's Board of Directors. Sir Patrick, who is the sixth foreign architect to receive the Gold Medal of the A.I.A. since it was established in 1906, is an outstanding architect, town planner, writer, and teacher. He is internationally known for his leadership in civic design and urban planning in England. He was the Royal Gold Medallist in 1946.

"By his teaching and the publication of numerous books on city and urban planning, Sir Patrick has exterted an influence far beyond the confines of the British Isles. His plans for replanning Dublin, Bath, and Greater London have especially been noteworthy for their understanding and development of human scale in relation to life in great cities," declared Mr. Walker.

Born Leslie Patrick Abercrombie in Ashley-upon-Mersey, he was professor of civic design for twenty years at Liverpool University and for the past eleven years has been professor of town planning at the Bartlett School of Architecture, University College, London. He was knighted on January 1, 1945.

Sir Patrick Abercrombie has been honored by various organizations connected with architecture and planning. He has been a vice president of the Royal Institute of British Architects, president of the Town Planning Institute, a member of the Royal Fine Art Commission, chairman of the Council for the Preservation of Rural England, chairman of the Housing Centre, and president of the International Union of Architects.

Some of his publications are "Replanning the County of London," "Lidice," "Town and Country Planning," "A Plan for Plymouth," "A Plan for Bath," and many other notable books.

The Gold Medal, awarded in recognition of most distinguished service to the profession or to the American Institute of Architects, has been awarded in the past to the following: Sir Aston Webb, R.A., London, 1906; Charles Follen McKim, New York, 1909; George B. Post, New York, 1911; Jean Louis Pascal, Paris, 1913; Victor Laloux, Paris, 1921; Henry Bacon, New York, 1922; Sir Edwin Landseer Lutyens, London, 1924; Bertram Grosvenor Goodhue, New York, 1925; Howard Van Doren Shaw, Chicago, 1927; Milton Bennett Medary, Philadelphia, 1929; Ragnar Ostberg, Stockholm, 1933; Paul Philippe Cret, Philadelphia, 1938; Louis Henri Sullivan (posthumous), Chicago, 1943; Eliel Saarinen, Bloomfield Hills, Michigan, 1946; Charles D. Maginnis, Boston, 1947; Frank Lloyd Wright, Spring Green, Wisconsin, 1948.

NEW BUILDING PRODUCTS SHOWN IN TECHNICAL BULLETIN

New and improved building products for use in the more than $1 billion of school construction planned for 1950 are presented in a Technical Information Bulletin just published by the Producers' Council, national organization of building product manufacturers, for distribution to architects.

Cleanliness, sound control, fire resistance, durability, and ample lighting are featured in metal windows, plus a rapidly applied glazing compound and non-breakable sash balances for double-hung windows.

Sound-absorbing acoustical materials for both floors and ceilings are included, together with floor finishes which resist dirt, grease, and extra heavy wear.

For gymnasiums, auditoriums, and stadiums, the Bulletin presents flexible seating equipment—rolling, portable, or telescopic, easily applied seat bracket anchors, lumber pressure-treated to cope with heavy wear and prevent decay, and flexible lighting controls.

Easily cleaned modular facing tile and glass block are recommended for structural walls and partitions, particularly in cafeterias and lavatories.

Solid core, veneered doors which resist both sound and fire are presented for both interior and exterior use in school buildings.

Other products presented in the Bulletin include a light steel-framing system, electrical dumb-waiters and elevators, a non-clog drainage system, and quickly adjusted metal supports for light fixtures and shelving.

Ten companies which manufacture building materials and equipment have recently become members of the Producers' Council, national organization of building products manufacturers, James M. Ashley, Council president, has announced.

The new members and their official representatives in the Council are:

American Radiator & Standard Sanitary Corp., Pittsburgh, D. D. Couch, vice president; American Blower Corp., Detroit, H. E. Barth, vice president in charge of sales; C. F. Church Mfg. Co., Holyoke, Mass., Dudley Warth, vice president; Detroit Lubricator Co., Detroit, E. J. Doucet, vice president; Kewanee Boiler Corp., Kewanee, Ill., E. M. Palmer, vice president.

Minneapolis-Honeywell Regulator Co., Minneapolis, John Haines, vice president; Ross Heater & Mfg. Co., Buffalo, Charles H. Currier, president; Stemco Corporation, Rocky River, Ohio, Jesse E. Williams, president; Universal Corporation, Dallas, J. P. Travis, president; and Winco Ventilator Co., Inc., St. Louis, W. Kubatzky, secretary.

Local representatives of the new member companies are expected to be active in the Council's 30 chapters.

ECONOMIC OUTLOOK FOR 1950

What is this country's economic outlook for 1950? This over-all question, broken into its primary components, was recently put before a panel of 108 leading economists by F. W. Dodge Corporation — fifty-six of them connected with private business and financial institutions, fifty-two of them with colleges and universities. This opinion survey was made in the early part of October, in the form of a comprehensive mail questionnaire.

The principal conclusion to be drawn from the tabulated answers is that further readjustment will characterize the American economy between now and the middle of next year, with a moderate rise to follow during the latter part of next year.

Some respondents noted with their answers distinct reservations as to the contingency of extended duration of current coal and steel strikes. These reservations should be particularly borne in mind in interpreting the answers to questions 1, 2, and 3.

The particular ingredients making up this basic conclusion are the following: insignificant change in the physical volume of production, approximately stable civilian employment, moderate downward movements in the wholesale commodity price index and in the cost-of-living index, stability of wage scales in industry combined with increasing benefits equivalent to wage increases, and a moderate decline in total consumption expenditure.

A majority of the economists anticipate a decline from this year in the number of dwelling units to be built in 1950, and a decrease in private non-residential building. These building declines will be counter-balanced to a degree by an increased dollar volume of public building and engineering work.

The questions and analysis of the answers follow:

1. Readjustment has characterized business activity generally during the past twelve months or so. What do you see ahead? *Analysis:* Predominant opinion (50.00%) is that there will be further readjustment for the remainder of 1949, though a substantial number (41.66%) expect a moderate rise. A majority (57.54%) expects that further readjustment will characterize business activity during the first half of next year, though many (36.79%) expect a moderate rise. A moderate rise is expected by most (50.50%) in the last half of 1950, with a diminishing number (35.35%) expecting further adjustment. *Conclusion:* Further readjustment will characterize American business activity between now and the middle of next year with a moderate rise to follow during the latter part of next year.

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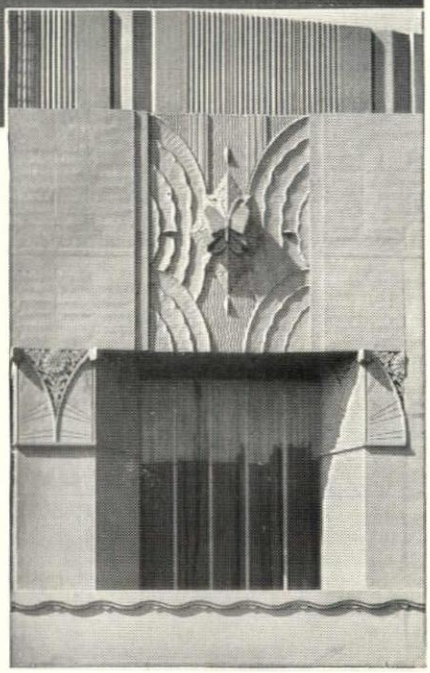
Architectural Concrete

theater resists severe weathering



SPOKANE'S FOX THEATER was built in 1931. For 18 years it has been exposed to frequent freezing and thawing cycles and extremes of temperature that range from -30°F. to 108°F. Yet this severe weathering has had no effect on the architectural concrete. Arrises remain as sharp as when the forms were stripped.

Architectural concrete buildings like this that are designed and constructed to resist any weather conditions maintain their original good appearance and remain structurally sound indefinitely. Such durability is the result of applying the well-defined principles and procedures of quality concrete construction.

The beauty and durability of architectural concrete also make it ideal for apartments, hospitals, schools, factories, office and commercial buildings. Having long life and requiring little or no maintenance, architectural concrete renders *low-annual-cost* service, the true measure of construction economy. That's important to owners, investors and public officials.

Illustrations above show a general view of the Fox Theater, Spokane, with (inset) a close-up of large ornamental bas-relief butterfly panel cast integrally with the wall against a plaster mold built into the forms. R. C. Reamer and Frank Wynkoop were the architects. Alloway & George were the contractors.

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Proceedings and Debates of the 81st Congress, First Session

EXTENSION OF REMARKS
of
Hon. CLIFFORD DAVIS
OF TENNESSEE

In The House of Representatives

Thursday, September 22, 1949

Mr. Davis of Tennessee. Mr. Speaker, I introduced H. R. 3224, to which I invite the attention of my colleagues. Its introduction has excited the very deep interest of a great many people in the country. I believe that it is sound thinking. If you have a moment, will you please examine the bill and read this short statement in explanation of it. It is not long. In any event, should you have the opportunity, I should like to have your reaction.

Statement on H. R. 3224

High-income taxes are here to stay. It is possible to argue that some reduction should be made or that the necessity to balance the budget may even require an increase. But the reduction — if any — will not be pronounced. Any return to the prewar level of taxation seems out of the question. It is all the more important, therefore, that the burden of Federal income taxes should be made as equitable as possible. For it is a burden that we will have to carry for many years.

The taxpayer whose source of income is highly fluctuating, whose total annual income may be less than zero in bad years, should be enabled to save something for these lean years. As a matter of common fairness one might think that his total tax load, over a period of years, should be less than that of the more fortunate taxpayer who enjoys a steady income — who needs merely to make ends meet each year, including taxes, in order to remain solvent. Under our present laws, however, the taxpayer with a highly fluctuating income pays more in taxes than the more fortunate taxpayer who, over the same period of years, has earned the same total amount but in equal yearly earnings.

Doctors, lawyers, engineers, architects, and most other professional men must spend many years in acquiring their education. They then face many more years in acquiring the experience, the training, and the clients, that will permit them to earn an adequate income. If they are competent, and fortunate, they may begin to earn a good income by the time they are 45 or 50. As prudent men, however, they must realize that in another 15 or 20 years their income will begin going down again and that it behooves them to set aside something for their old age. But they are not able to do so because of high taxes. These men are at a definite disadvantage as compared with taxpayers whose total income during their lifetime has been the same but spread more uniformily over the years. For the latter will pay a smaller total amount of income taxes and will, in addition, be able to start saving for their old age at an earlier date.

The purpose of H. R. 3224 is to partially remove the inequities of the Federal income tax described in the two preceding paragraphs. It proposes that taxpayers may buy a special class of United States bonds with the money they receive as earned income. The maximum purchase of such bonds by a taxpayer within 1 year is limited to $10,000 or 15 per cent of the taxpayer's earned net income, whichever is the lesser figure. The bonds bear interest at 2 per cent per annum (payable at redemption) when, and only when, held for at least 5 years from date of redemption. Bonds will have no fixed maturity and shall be nonnegotiable.

In computing his total net income for Federal tax purposes the taxpayer must deduct from net income the full amount paid during the year for the special bonds described in the preceding paragraph. His net income during that year is, therefore, correspondingly reduced for the purpose of computing Federal income taxes. He may keep the bonds less than 5 years (in which case they earn no interest) or he may save them for more than 5 years (in which case they earn 2 per cent interest per year). In either event he must add the full face value of the bonds cashed during any one year to his net income for that year for the purpose of computing Federal income taxes.

The taxpayer (or his estate, in the event of his death) does not escape taxation as a result of buying these bonds. The total life income on which he pays taxes will be the same. The purchase of bonds will, however, enable him to partially overcome the disadvantage of a highly fluctuating income or a relatively short period of high-earning years. His total burden of taxation will be brought closer to that of the more fortunate taxpayer whose total life income is the same but spread more equally over a longer period of years.

It is a matter of simple justice that the burden of taxation for persons having the same total life income should be more nearly equalized. We have used the yearly interval for computing taxes as a matter of convenience. It is time to rectify some of the inequalities caused by this arbitrary — and necessary — basis of computing income for tax purposes. H. R. 3224 is a simple and practicable means of doing so.

Another great advantage of H. R. 3224 is that it enables taxpayers to build up some reserve for lean years. If there should be a business depression its shock will be cushioned. It is far better for the Nation to permit individuals with highly fluctuating incomes such as architects, for instance, to survive through their own efforts than it is to make them immediate recipients of a dole in case there should be an acute depression. In the last great depression the construction industry dropped to a level of scarcely more than 10 per cent of its 1929 peak. Many architects and engineers engaged in the construction of industry lost their life savings and were never able to reestablish themselves. A greater number just managed to survive because their savings — accumulated during the twenties, a period of low-income taxes — enabled them to ride the storm. How many such men would survive after a long period of high taxes?

To sum up: H. R. 3224 will tend to equalize the yearly tax burden of taxpayers having the same life income and it will help taxpayers with highly fluctuating incomes to survive individual misfortunes or loss of income in Nation-wide depressions.

STABLE CIVILIAN EMPLOYMENT AND WAGES EXPECTED

PRIVATE BUILDING VOLUME DECLINE, PUBLIC WORK UPTREND ANTICIPATED

Further readjustment will characterize the nation's business between now and the middle of next year, with a moderate rise to follow during the latter part of next year.

This conclusion is drawn from an opinion survey made by F. W. Dodge Corporation this month among 108 econmists in industrial and research organizations, and in universities, the finds of which were made public yesterday.

Some of the economists observed that their answers to the comprehensive questionnaire were conditional in event the current coal and steel strikes were of extended duration.

High lights of the Dodge survey follow:

Insignificant change is to be expected in physical volume of production between now and the end of next year, with a reasonable expectation of moderate declines between now and mid-year 1950, and moderate rise in the last half of 1950.

Civilian employement will remain approximately stable or decline during the remainder of this year and the first half of next, and remain approximately stable in the last half of next year.

A general and moderate downward movement in the wholesale commodity price index is expected between now and the end of next year.

A preponderant opinion points to a definite downward movement in the wholesale price of farm products, a downward trend but not pronounced in metals and metal products, and a moderate downward trend in the wholesale prices of building materials as a group.

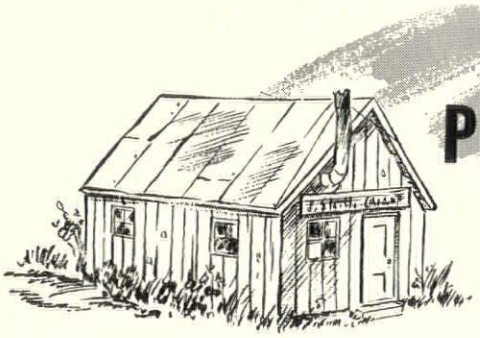
A generally progressive but moderate downward cost-of-living index through next year is anticipated.

Wages in industry will remain generally stable during the coming year, and the opinion is overwhelming that many industrial workers will receive benefits equivalent to wage increases during the year.

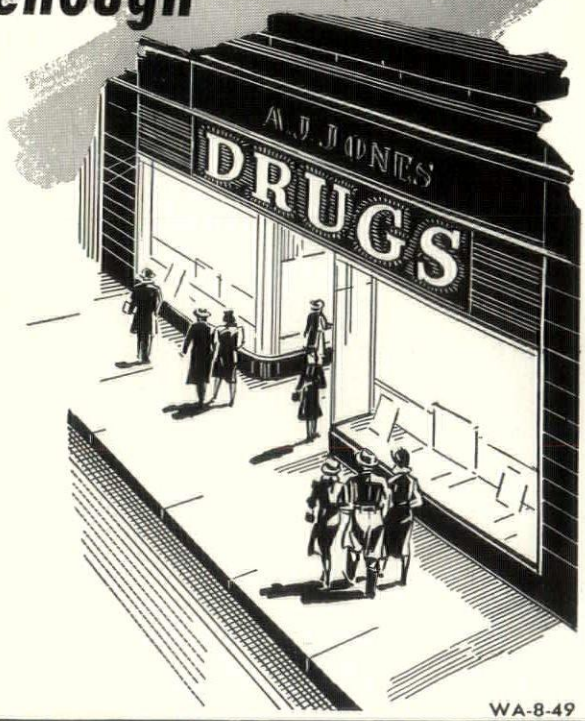
Total consumption expenditures will decline next year, perhaps in the range of 3 to 5 per cent from this year's level.

Two thirds of the respondents expect the number of dwelling units to be built next year to be less than this year's volume.

A downtrend in private nonresidential construction next year is anticipated, but the economists believe public building and engineering works next year will exceed this year's dollar volume.



Protection from the Elements isn't enough



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(Continued from Page 4)

2. What about the physical volume of production? *Analysis:* Opinion as to physical production during the remainder of this year was mixed. The largest number (38.31%) expect a moderate decline, yet almost as many (33.64%) expect a moderate rise, and a substantial number (26.16%) forsee insignificant change. The median opinion ranged from pronounced decline (1.86%) to pronounced rise (0.00%), was insignificant change.

As for the first half of next year, the largest number (41.12%) expect a moderate decline, while opinion was almost equally divided between those who foresee insignificant change (27.10%) and a moderate rise (29.90%). The median opinion, ranged from pronounced decline (1.86%) to pronounced rise (0.00%) was insignificant change.

That a moderate increase in physical production will be made in the last half of next year is expected by a substantial number (43.87%), although grouped together those expecting pronounced decline (4.08%, moderate decline (27.55%) or insignificant change (20.40%) constitute a bare majority, with insignificant change being the median opinion in the range from pronounced decline (4.08%) to pronounced rise (4.08%). *Conclusion:* Insignificant change is to be expected in physical volume between now and the end of next year, with a reasonable expectation of moderate declines between now and mid-year 1950, and moderate rise in the last half of 1950.

3. What do you expect with respect to total civilian employment? *Analysis:* A definite majority (54.20%) expect civilian employment to remain approximately stable during the remainder of this year, while a substantial number (30.84%) expect a downward trend, and a fewer still (14.95%) anticipate an upward movement in civilian employment.

Some falling off in civilian employment is expected by a substantial number (37.96%) in the first half of next year, although more expect employment to remain approximately stable (45.37% and fewer (16.66%) anticipate an upward trend. The preponderant opinion is that civilian employment will remain approximately stable in the first half of next year.

A shift toward expection of upward civilian employment (36.36%) in the last half of next year, as compared with the remainder of this year (14.95%) and the first half of next (16.66%) is noted, though the progression is counterbalanced by a sizable (35.35%) expectation of downward employment and a substantial (28.28%) expectation that employment will remain approximately stable. *Conclusion:* Civilian employment will remain approximately stable or decline during the remainder of this year and the first half of next, and remain approximately stable in the last half of next year.

4. What is your expectation with regard to wholesale prices? Where do you think the BLS index — 152.4 as of August 30, 1949 — will stand on December 31, 1949, on June 30, 1950, on December 31, 1950? *Analysis:* The median expectation is an index number of 150 at the end of this year, 148 at the end of next June, and 146.5 at the end of next year. *Conclusion:* A general and moderate downward movement in the wholesale commodity price index is expected between now and the end of next year.

5. Please indicate your opinion as to the wholesale price trend of the following commodity groups during the next fifteen months: farm products, metals and metal products, building materials. *Analysis:* During the next fifteen months, the majority (81.73%) expect wholesale prices of farm products to be downward, with less than 1 per cent expecting an upward price movement, and a moderate number (17.30% expecting farm-product prices to remain approximately stable.

The expectation with respect to the behavior of the wholesale price index for metals and metal products, and for building is not quite so clear.

The largest number (48.51%) expect wholesale prices of metals and metal products to be downward, but a substantial number (36.63%) anticipate approximately stable prices, and some (14.85%) expect an upward price movement.

So far as building materials are concerned, a clear majority (53.92%) expect wholesale prices to move downward, but a large number (46.07%) do not share this view, more than one third (35.29%) expecting an approximately stable price structure and the remainder (10.78%) anticipating an upward

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movement. *Conclusion:* Preponderant opinion points to a definite downward movement in the wholesale price of farm products, a downward trend but not pronounced in metals and metal products, and a moderate downward trend in the wholesale prices of building materials as a group.

6. What is your expectation with respect to the BLS cost-of-living index — 168.5 as of July 15, 1949 — on December 31, 1949, on June 30, 1950, on December 31, 1950? *Analysis:* A moderate decline in the cost-of-living index is expected between now and the end of next year, generally paralleling the downward movement expectation reflected in the answers to question 4 on wholesale commodity prices. The index of 168.5 as of July 15 this year is expected on the basis of the medians for each date to stand at 167 on December 31 this year, 165 on June 30 next year, and 163 on December 31 next year. *Conclusion:* Generally progressive downward cost-of-living index through next year.

7. What is your expectation as to wages in general industry during the coming year — hour rates, benefits equivalent to wage increases? *Analysis:* The predominating number (81.30%) hold that wages in industry will remain generally stable during the coming year, with compelling opinion (92.59%) that workers will receive benefits equivalent to wage increases. Comparatively few (13.08%) expect wages to increase, and fewer still (5.60%) anticipate decreasing wage scales. As to benefits equivalent to wage increases a few (1.85%) expect no increase and a small number (5.55%) expect the picture to remain "generally stable." *Conclusion:* Wages in industry will remain generally stable during the coming year, and the opinion is overwhelming that many industrial workers will receive benefits equivalent to wage increases during next year.

8. What is your expectation for 1950 with respect to total consumption expenditures? *Analysis:* The statistical weight of answers indicates a decline expectation with respect to total consumption expenditures. Less than one fifth (19.62%) expect an increase, with a substantial number (42.99%) anticipating a decrease, and many (37.38%) expecting expenditures to remain about the same next year. Further emphasis on the downward trend expectation is found in a tabulation of percentage increases and decreases given in the answers of forty-one of the 108 respondents, the median of these indicating a decline of 5 per cent, and the average indicating minus 3 per cent. *Conclusion:* Total consumption expenditures will decline next year, perhaps in the range of 3 to 5 per cent from this year's level.

9. Do you estimate that 1950 residential building volume as measured by new dwelling units will be greater or less than in 1949? *Analysis:* A majority (67.96%) expects fewer dwelling units to be built next year than this, with the median decline based on ninety of 108 answers containing a definite plus or minus figure being 5 per cent, and the average 4 per cent. A sizable number (30.09%) foresee an increase in the number of dwelling units to be built next year. *Conclusion:* Two thirds of the respondents expect the number of dwelling units to be built next year to be less than this year's volume.

10. Do you estimate that the dollar volume of private nonresidential construction in 1950 will be greater or less than in 1949? *Analysis:* Almost three quarters (73.07%) expect a decline in the dollar valuation of private nonresidential construction next year as compared with the volume of 1949, although a large number (25.96%) anticipate an increase. Less than 1 per cent expect little change from this year. *Conclusion:* A downtrend in private nonresidential construction next year.

11. Do you estimate that the dollar volume of public building and engineering volume in 1950 will be greater or less than in 1949? *Analysis:* A large majority (85.43%) anticipate that the dollar valuation of public building and engineering volume will continue upward next year, a minor number (10.67%) expect a decline, and a few (3.86%) believe volume will be about the same as this year. *Conclusion:* Public building and engineering works next year will exceed this year's dollar volume.

12. In your opinion will the following factors significantly affect American business and construction volume in 1950? *Analysis:* Strikes in key industries — will affect unfavorable (53.39%), no pronounced effect (46.60%), will affect favorably (0.00%). National legislation — will affect unfavorably (24.27%), no pronounced effect (61.16%), affect favorably (14.56%). Federal taxing and spending — will affect unfavorably (39.80%), no pronounced effect (28.15%), will affect favorably (32.02%). Congressional election campaigns — will affect unfavorably (24.27%), no pronounced effect (66.99%), will affect favorably (8.73%). Conditions in British Empire and sterling area — will affect unfavorably (65.94%), no pronounced effect (25.25%), will affect favorably (9.70%). Conditions in Continental European countries — will affect unfavorably (47.57%), no pronounced effect (39.80%), affect favorably (12.62%). Conditions in Far East — will affect unfavorably (43.68%), no pronounced effect (52.42%), will affect favorably (3.88%). *Conclusion:* Anticipated developments in domestic labor, legislation and elections, and anticipated trends abroad are expected, in general, to have either unfavorable effect or no pronounced effect on American business next year, with the possible exception of Federal taxing and spending where opinion was fairly evenly divided as to favorable, unfavorable or no pronounced effect.

TO DISCUSS WEATHER'S PART IN HOUSING CONSTRUCTION

The dominant part which weather and climate play in the design and construction of housing will feature the programs of the 30 chapters of the Producers' Council during the next year, Charles M. Mortensen, executive secretary of the organization, stated.

"One program available to the chapters and its guests from other industry branches will consist of a panel presentation in which manufacturers of glass, insulation, and temperature controls will discuss the

(Continued on Page 10)

(Continued from Page 9)

basic principles involved in indoor climate control," Mr. Mortensen said.

"A second program, sponsored by a national magazine in the housing field, will present the results of original research in climatology and explain its significance in the location and design of homes.

"The program devoted to indoor climate control is one of a new series of panel discussions in which manufacturers of building materials and equipment used in combination will present an overall analysis of common building problems and show how each type of products which go into the structure.

"Architects, builders, and others will be invited to these panel meetings which will be illustrated with slides.

"It is expected that other panel programs in the series will deal with construction problems such as modern standards of classroom lighting and advanced design of retail establishments."

ELIMINATION OF OVERTIME OFFSET BY INCREASES IN WAGE RATES

Construction should continue as one of the brighter segments of the national economy through 1950, James M. Ashley, president of the Producers' Council, national organization of building products manufacturers, stated recently.

"Optimism for the future is based on the fact that there is a considerable volume of work in all categories of building awaiting more favorable investment conditions," Mr. Ashley said.

"Despite the high dollar value of new construction, estimated at about $19 billion for this year, the physical volume of construction is below the high levels reached in the 1920's and a greater share than usual of today's construction consists of publicly financed projects.

"A large volume of private building is being held back because of the tax structure and the hope that building costs will decline further. However, the rigidities in both building wages and taxes will effectively prevent any important reduction in construction costs in the near future. The benefits of improved labor productivity and elimination of overtime have been largely offset in many areas by increases in wage rates paid to building workers.

"Active competition has returned full force both in the sales of materials and in contract bidding, but the resulting economies for the buyers of construction again are offset in great part by the fact that the owners now require a constantly increasing number of innovations which add to the comfort,

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utility, and efficiency of their new buildings but also add to the cubic foot cost.

"This is particularly true of industrial, commercial, and residential building. The average cost of the new homes being built today would be appreciably lower were it not for the fact that the public insists on more household equipment, insulation, electric wiring, and other comforts and conveniences than were expected in the past.

"Nevertheless there has been a pronounced trend toward the construction of economy homes and the value offered in new housing is being steadily increased through continuing research and ingenuity."

SEPTEMBER BUILDING CONTRACTS SHOW SUBSTANTIAL GAINS

F. W. Dodge Corporation reported today spectacular increases in the dollar-volume of building and construction contracts awarded last month in the thirty-seven states east of the Rocky Mountains to bring the total to $1,093,724,000, the highest reported for a single month since June 1942 when wartime construction was at its peak.

It was the second time in the Dodge statistical series dating back to pre-boom years in the Twenties that more than a billion dollars in awards were reported for a single month in the thirty-seven eastern states, the corporation reported.

Last month's record volume cancelled deficits of earlier months to bring the cumulative dollar volume for the first three quarters of the year to 1 per cent higher than in the corresponding nine months of 1948.

Last month's investments by private owners accounted mainly for the advances, the over-all contract total for projects classified as privately owned amounting to $804,970,000 to show a 37 per cent jump over August and 60 per cent increase over September of last year. Public-account awards last month amounted to $288,754,000 or 9 per cent less than in August and 11 per cent more than in September last year.

Residential awards in the thirty-seven states last month totaled $525,572,000 to reflect a 34 per cent gain over August and 88 per cent over September of last year. Private residential building accounted for 96 per cent of last month's volume. Substantial gains were reported for both apartment houses and single-family dwellings.

Copies of the New Schedule of Proper Minimum Charges and Professional Practice may be obtained through the Secretary of the State Association. 3c a copy plus postage.

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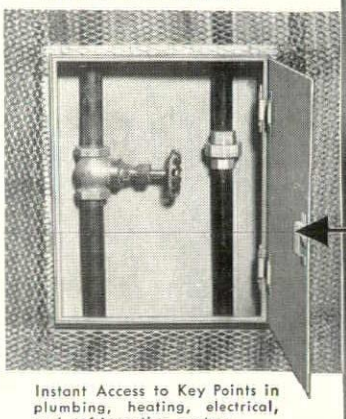

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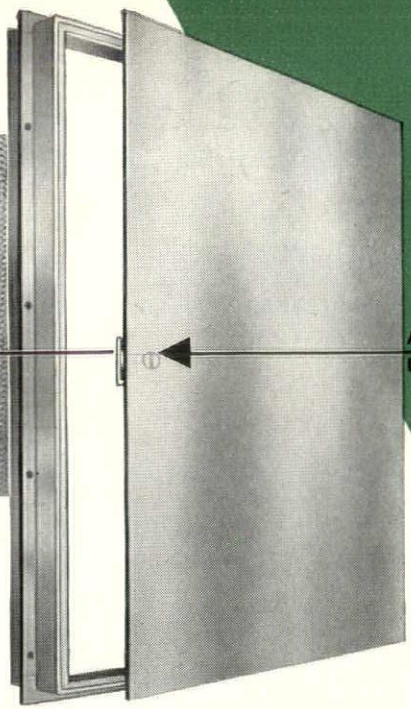

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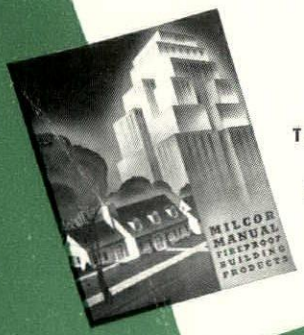

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